

# Executive Report

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## SUSTAINABLE DEVELOPMENT

### Concrete Thinking in the Pacific Northwest

Vancouver visitors received a concrete greeting last week, thanks to a 25-foot Concrete Thinking logo. For its annual open house, British Columbia ready mix producer Ocean Construction featured the logo on the water tower of its plant in the heart of tourist mecca Granville Island. It's visible from the Granville Street bridge heading into Vancouver.

The Concrete Thinking logo visually anchors the industry's sustainable development program and is part of a tool kit of resources released by PCA last year. In addition to the logo, it includes backgrounders, fact sheets, photography, and sample PowerPoint presentations. "Many of us in the Pacific Northwest have incorporated the information—from text to pictures to PowerPoint presentations—into our promotion toolbox," says Carolyn Campbell, executive director of the BC Ready-Mixed Concrete Association.

[Access the toolkit online.](#)



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The Portland Cement Association conducts market development, research, education, and government affairs work on behalf of its members—cement companies in the United States and Canada.

## SUSTAINABLE DEVELOPMENT

### Concrete Thinker Campaign to Unveil in Vegas

PCA will unveil the first stage of a new advertising campaign at the annual convention and exposition of The American Institute of Architects (AIA) in Las Vegas, May 19-21. Recognizing the architectural and design communities' key role in sustainable development, the ad is a visible tool in the industry's effort to educate architects on the benefits of expanding the use of concrete in sustainable design.

Revolving around the theme of "Concrete Thinker," the campaign aims at inspiring architects to think concrete. The first advertisement will feature architect Doug Farr, founding principal of Chicago-based Farr Associates, as the campaign's first Concrete Thinker. The ads will begin appearing in select industry publications in July.

The Concrete Thinker theme will expand to the show floor. Visitors to PCA's booth will be invited to take a picture while posing like Rodin's "The Thinker" statue. The photos will be superimposed on a magazine-style ad with a personal quote from the architect. Final art will be coupled with an information packet on the industry's sustainable development efforts including fact sheets, FAQs, and case studies. Visit PCA at booth 1475.

[Contact David Shepherd](#)

## BUILDINGS

### Homework Pays Off in School Conversions

Long-term promotional efforts by PCA and its allies helped convert two schools being built under the new Dallas, Texas, school bond from steel to concrete. (See January 23, 2004, [Executive Report](#).) PCA's Amy Trygestad worked with Charles Gojer & Associates on economical concrete solutions. These schools were priced directly with a steel comparison and the concrete option provided a more economical solution because of the repetitive nature of the multistory schools.

CGA designs a large number of schools in Texas, with the majority being constructed out of structural steel. The two schools will use wide-modular pan and joist systems: Emmet J. Conrad High School, \$41 million, 325,000 square feet, 4 stories; Leonides Gonzales Cigarroa Elementary School, \$10 million, 86,000 square feet, 3 stories.

The \$1.36-billion bond package to upgrade Dallas schools is the largest school bond measure ever passed in Texas. It will build 20 new schools, add classrooms to existing schools, and fund repairs.

[Contact Amy Trygestad](#)

#### ASSOCIATION NEWS

### Promoters Talk What Works

For the second consecutive year, The North American Concrete Alliance sponsored the Professional Promoters' Workshop on May 3-5, 2005, in Skokie, Ill. The workshop attracted 115 promoters from all facets of the cement and concrete industries. Sessions and presentations focused on key issues facing the industry and the best practices at the local level.

[Contact Dan Sladek](#)

#### ALLIES

### ACPA Unveils New Logo

The American Concrete Pavement Association has adopted a new logo to reflect its renewed focus on pavement products and markets. The logo sets the letters ACPA above symbolic images of concrete pavement extending to the horizon.

[Contact Bill Davenport at ACPA.](#)



#### RESIDENTIAL

### Inaugural University of Housing ICF Course

After successfully conducting a pilot program in December for the National Association of Home Builders University of Housing, the Concrete Home Building Council (CHBC) of NAHB will offer its first official course on Insulating Concrete Forms (ICFs) construction on May 25, in Richmond, Va.

This full-day course provides the traditional homebuilder with the information needed to evaluate and start using ICFs. It covers the advantages and costs of ICF construction, the components and materials used, design and planning considerations, the logistics of ICF construction, and important business and marketing considerations.

For more information, please contact the Home Builders Association of Richmond at (804) 282-0400.

#### COMMUNICATIONS

### Concrete Homes Gaining Popularity Says WSJ

Each Wednesday, *The Wall Street Journal* includes a real estate column called "Money's Worth" featuring three homes for sale across the U.S. with a unique unifying feature or characteristic. The May 4 edition presented three concrete homes noting that homebuyers looking for more energy-efficient and disaster-resistant homes are turning to concrete.

[www.wsj.com](http://www.wsj.com) (subscription required)

#### MANUFACTURING

### MTC Hitches Wagon to Energy Star

Meeting in Kansas City, Mo., in conjunction with the IEEE/PCA Technical Conference, PCA's Manufacturing Technical Committee will focus on energy efficiency with a special presentation by Steve Coppinger, chief electrical engineer for California Portland Cement. He will outline CPC's energy initiatives, challenges, successes, and ultimate achievements within EPA's Energy Star program. MTC Task Committee meetings are also scheduled.

[Contact Rick Bohan](#)

## MEETINGS AND EVENTS

### Regional Economic Seminar

May 12, 2005  
Kansas City, Mo.

[Contact Karen Arneson](#)

### IEEE-IAS / PCA Cement Industry Technical Conference

Kansas City, MO May 15-19, 2005  
<http://www.ieeezcaconference.org/>

## EDUCATION & TRAINING

PCA's education and training group will conduct the following courses at PCA's Skokie, Ill., facility. Customized and off-site courses are also available. For more information or to register, contact [Julie Lisiecki](#).

## Skokie Courses

### Concrete: Principles and Practice

October 10-13, 2005

### Troubleshooting: Solutions to Concrete Field Problems

November 14-16, 2005

### Microscopy of Clinker and Cement

October 31-November 4, 2005

### Mill Grinding

October 17-19, 2005

### Kiln Process

October 3-6, 2005

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